

Case Study

CANYONLANDS & TOWERHOUSE AFFORDABLE HOUSING

Telluride, Colorado



PROJECT GOAL:

Redesign and secure approvals for a complex housing project stalled after an unsuccessful eight-month design and review process.

PROGRAM SUMMARY

20-unit affordable housing apartments
8 for-sale affordable condominiums
3 market-rate townhomes

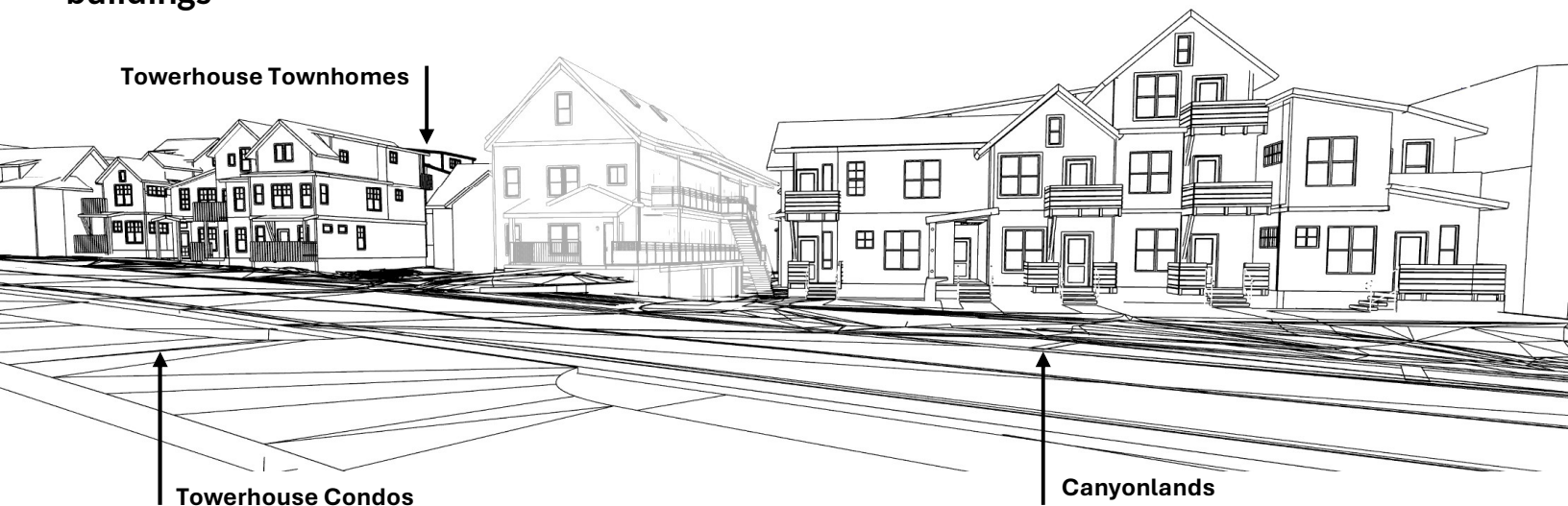
31 total residential units (30,000 s.f.)
across 3 separate parcels and 4
buildings

PROJECT CHALLENGE

Prominent location at Telluride's western gateway and entry to the Historic District

The project's three separate parcels, challenging topography, tight setbacks, and building-height limits

Required a coordinated response to density, massing, parking, and site constraints, while addressing HARC (Historic Architectural Review Committee) requirements, historic context, and project financial feasibility.



ACTION PLAN & STRATEGY

Start Fresh: Reimagined the project from the ground up. **Identify Barriers:** Defined what was preventing approval. **Assess Constraints:** Evaluated site, context, setbacks, heights, and HARC requirements.

1. LISTEN & ASSESS

Tested unit plans, building stacking, and massing together against site constraints and opportunities. Established a clear direction early to guide subsequent phases.

2. DIRECTION DEFINED

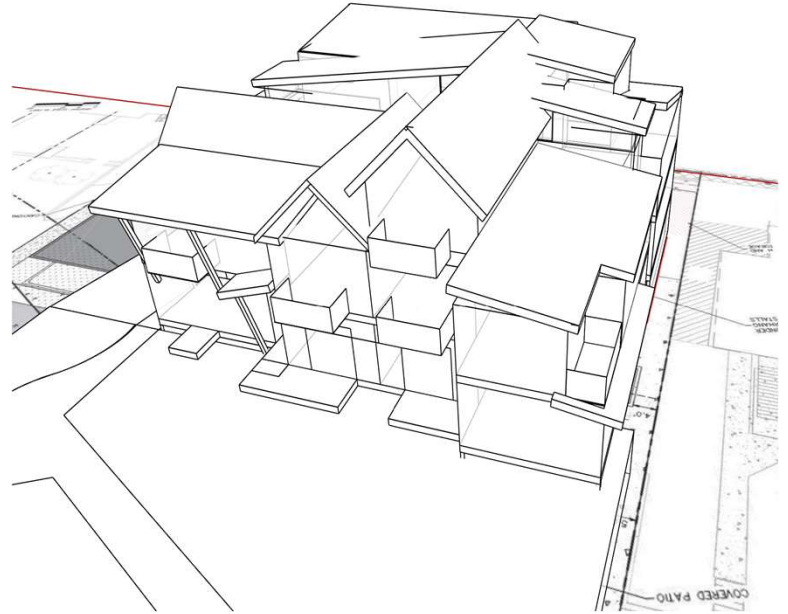
Tested the massing against Telluride precedents and HARC criteria, using massing, roof forms, materials, sketches, and 3D studies to confirm direction before detailed design.

3. DESIGN & DELIVER

Coordinated all three buildings on one schedule, leading with the complex 20-unit building and applying its lessons and approvals to streamline the remaining submissions.



Contextual Precedents

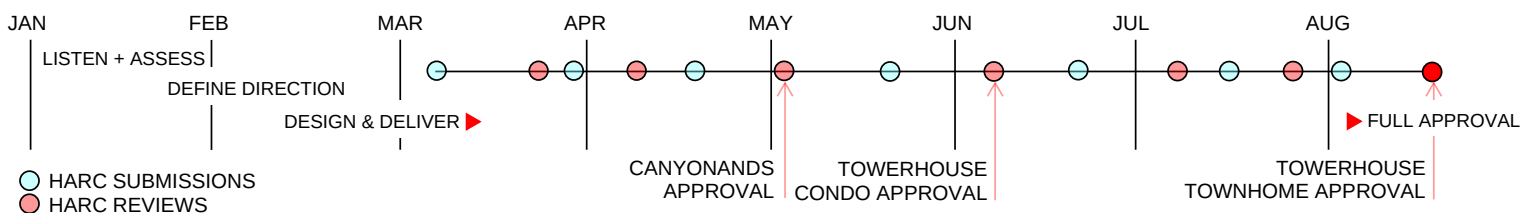


Canyonlands Massing



Towerhouse Condos Massing

TIMELINE



RESULTS

Coordinated & Approvable: Balanced affordability, site constraints, historic context, density, and financial viability.

Integrated Process: Established direction early and coordinated all three projects as one effort.

Accelerated Delivery: Transformed a stalled project into **100% Design Development** for all three projects within eight months.



Overall Site Plan



Canyonlands Apartments



Towerhouse Condos



Towerhouse Townhomes

KEO studioworks



Towerhouse Condo Elevation

KEY INSIGHTS

- **Start Fresh:** Reframe the project without the constraints of the failed design.
- **Define Early:** Resolve program, massing, and approval strategy upfront.
- **Coordinate:** Integrate three projects into one efficient process.
- **Design for Approval:** Test decisions against HARC criteria early.
- **Balance:** Align affordability, context, density, and financial viability.